

## Investor Pitch Deck

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### 1. Company Overview

- **Brand Name:** HECT India
  - **Website:** [www.hectindia.com](http://www.hectindia.com)
  - **Industry:** Travel & Tourism, MICE (Meetings, Incentives, Conferences, and Exhibitions)
  - **Founded:** July 2015
  - **Headquarters:** India
  - **Business Model:** B2C & B2B
  - **Key Services:** Customized international & domestic tour packages, flight bookings, hotel reservations, visa assistance, travel insurance, corporate travel management, and MICE services.
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### 2. Problem & Opportunity

#### The Problem:

- The travel industry is highly fragmented with customers facing challenges in booking seamless travel experiences.
- Lack of personalized, all-inclusive travel solutions.
- High costs and complex booking processes discourage international travel.

#### The Opportunity:

- **\$9.25 trillion** global travel & tourism market (2024).
  - Increasing demand for customized and hassle-free travel solutions.
  - Growing corporate and MICE travel market in India.
  - Rise of digital travel bookings and tech-driven experiences.
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### 3. Our Solution

HECT India simplifies travel with:

- **One-stop travel solutions:** Flights, hotels, transfers, sightseeing, visa, and insurance.
  - **Customized & affordable packages:** Tailored itineraries for individuals, families, and corporates.
  - **Tech-enabled bookings:** Easy online reservations, 24/7 support, and real-time assistance.
  - **Strong partnerships:** Exclusive deals with airlines, hotels, and tour operators worldwide.
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## 4. Business Model

### Revenue Streams:

1. **Tour Packages:** B2C & B2B customized international & domestic trips.
2. **MICE Services:** Corporate event management, conferences, and incentive tours.
3. **Flight & Hotel Bookings:** Commission-based revenue from travel bookings.
4. **Visa & Travel Insurance:** Value-added services with high margins.

### Market Segments:

- **Leisure Travelers** – Families, honeymooners, solo travelers.
  - **Corporate & MICE** – Business travelers, incentive groups, event organizers.
  - **Luxury & Premium Segment** – High-net-worth individuals (HNWIs).
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## 5. Traction & Key Metrics

- **Annual Revenue (USD):** \$2–3 million.
  - **Month-on-Month Growth:** 8–12%.
  - **Monthly Active Users (Last 30 Days):** 50,000+.
  - **Customer Retention Rate:** 30–40%.
  - **Conversion Rate:** 5–8%.
  - **Website Traffic Growth:** 15–20% monthly increase.
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## 6. Competitive Advantage

Feature	HECT India	Competitors
Customized Itineraries	Yes	Limited
End-to-End Travel Services	Yes	No
Competitive Pricing	Yes	Higher Costs
Strong B2B & MICE Focus	Yes	Limited
24/7 Customer Support	Yes	Partial

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## 7. Go-to-Market Strategy

**Growth Plan:**

1. **Digital Marketing:** SEO, PPC, and social media campaigns.
  2. **Partnerships:** Tie-ups with airlines, hotels, and corporate clients.
  3. **Referral & Loyalty Programs:** Incentives for repeat customers.
  4. **B2B Expansion:** Strengthening corporate partnerships and event management services.
  5. **Mobile App Development:** Enhancing the customer experience with a seamless booking app.
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## 8. Financial Projections

Year	Revenue (USD)	EBITDA Margin	User Growth
2024	\$3M	15%	50%
2025	\$6M	20%	80%
2026	\$10M	25%	120%

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## 9. Investment Ask

- **Amount Raising:** \$1 million
  - **Use of Funds:**
    - 40% – Marketing & customer acquisition.
    - 30% – Technology & platform enhancement.
    - 20% – Expansion into new markets & services.
    - 10% – Operations & team scaling.
  - **Pre-Money Valuation:** \$4–6 million.
  - **Runway:** 18–24 months.
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## 10. Why Invest in HECT India?

- ✓ **Fast-Growing Market** – \$9.25 trillion global travel industry.
  - ✓ **Proven Revenue Model** – Multiple revenue streams & high retention.
  - ✓ **Scalable Business** – Strong expansion plans for domestic & international markets.
  - ✓ **Tech-Enabled Growth** – AI-driven customer engagement & booking platform.
  - ✓ **Experienced Team** – Industry experts with years of experience in travel & tourism.
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## 11. Team

- **Founder & CEO:** Gaurav Sharma with more than 20 years of experience in Travel and Hospitality
  - **CTO:** Rahul Tyagi
  - **CFO:** Girdhar Bhushan
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## 12. Contact Us

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